

# AT A GLANCE

## THE ECONOMIC IMPACT of the Arts, Film, History and Tourism in Connecticut

### By the Numbers

#### Culture and Tourism Industry

- \$14 billion in GSP (7.6% of state total)
- \$9.1 billion in personal income (5.74% of state total)
- 171,023 total jobs (10% of state total)
- \$1.7 billion in state and local revenue (6.9% of state total)

### By Individual Industry

#### Arts

- 27,716 direct jobs
- 44,474 total jobs (2.6% of state total)
- \$3.8 billion in GSP (2.06% of state total)
- \$2.7 billion in personal income (1.7% of state total)
- \$433 million in state and local revenue (1.74% of state and local total)

#### Film

- 8,323 direct jobs
- 18,079 total jobs (1.06% of state total)
- \$2.5 billion in GSP (1.35% of state total)
- \$1.2 billion in personal income (0.76% of state total)
- \$200 million in state and local revenue (0.8% of state and local total)

#### Historic Preservation & Heritage

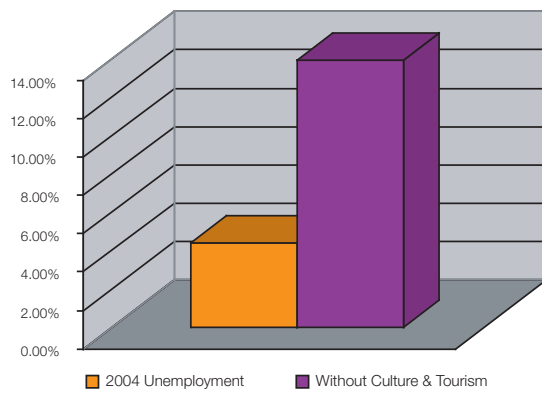
- \$74 million in historic preservation and heritage spending annually
- 630 direct jobs
- 2,166 total jobs (0.13% of state total)
- \$111 million in GSP (0.06% of state total)
- \$105 million in personal income (0.07% of state total)
- \$17.8 million in state and local revenue (0.07% of state and local total)

#### Tourism

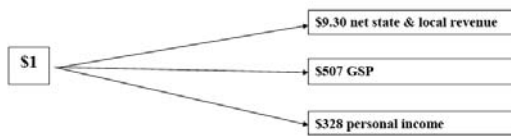
- \$9 billion in direct visitor spending
- 110,775 total jobs (6.5% of state total)
- \$7.95 billion in GSP (4.3% of state total)
- \$5.4 billion in personal income (3.4% of state total)
- \$1.2 billion in state and local revenue (4.6% of state and local total)
- \$11.5 billion in total sales by CT businesses (3.8% of state total)



## In Other Words



Without culture & tourism's 171,023 jobs, the unemployment rate in 2004 would have been **14% instead of 4.43%**.



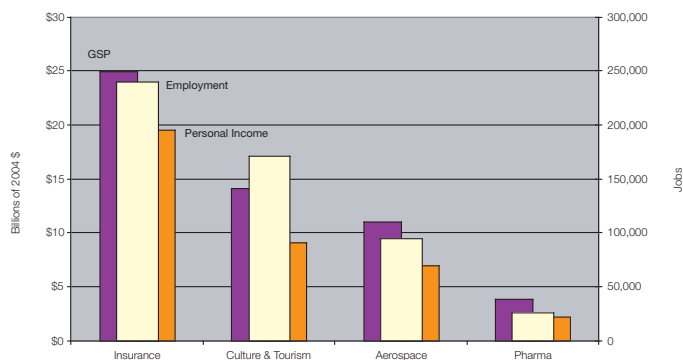
\* Average CCT state appropriation FY04 & FY05

The state's \$27.7 million average annual appropriation to CCT **leverages \$258 million in net state and local revenue**. For every dollar invested in CCT the state sees \$9.30 net state and local revenue, \$507 GSP, and \$328 personal income.



Because of culture and tourism's \$258 million contribution to state and local revenue, **each household saves \$196 in taxes each year**.

Chart E-1: Employment, GSP and Personal Income Impact of Connecticut's Select Industries



Culture and tourism is a key state industry, with a significant economic impact.

## State Track Record

- 2003 – Commission on Culture & Tourism was created, merging 11 tourism districts into five, reducing tourism marketing budget by \$6+ million, and bringing together the arts, history, film and tourism
- 2004 – Legislature authorizes \$6.5 million in bonding to fund restoration of previously closed state museums
- 2005 – Legislature doubles CT Humanities Council budget to \$2.1 million for heritage grants
- 2005 – Legislature authorizes \$1 million in bonding for capital grants to cultural institutions
- 2005 – Legislature passes the Community Investment Act, creating \$5 million in annual funding for historic preservation and providing \$200K to the CT Trust for Historic Preservation
- 2005 – Legislature authorizes bonding for acquisition of the Carter House to supplement the Prudence Crandall Museum
- 2006 – Legislature passes 30% tax credit for film production
- 2006 – Legislature passes tax credits to encourage restoration of historic commercial and industrial buildings
- 2006 – Governor proposes and Legislature restores \$600K to statewide tourism marketing budget
- 2006 – Governor announces \$10 million Cultural Treasures proposal to fund the arts

## The Challenge

- Culture and tourism are a smart investment, generating revenue for the state General Fund that can be used to pay for other state activities.
- The Governor and the Legislature have recognized the importance of historic preservation, heritage and film by investing in them.
- To ensure the viability of Connecticut's arts institutions, the Legislature should pass the Governor's Cultural Treasures proposal.
- To ensure the continued economic impact of culture and tourism, the Legislature should invest in marketing these vibrant assets by increasing the state's tourism budget.



**Connecticut Commission  
on Culture & Tourism**

Source: "The Economic Impact of Arts, Film, History and Tourism in Connecticut," Connecticut Center for Economic Analysis, University of Connecticut, 2006, available at [www.cultureandtourism.org](http://www.cultureandtourism.org).

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